

## ORDER



**Orders**  
**Order / Rev:** 69658  
**Alt Order #:** 9854156 /Brad  
**Product Desc:** American Crossroads  
**Estimate:** 1339  
**Flight Dates:** 11/03/12 - 11/05/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** GENERAL

## WLYH CW15

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Crossroads Media  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** American Crossroads  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	23	\$6,365.00	\$5,410.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	23	\$6,365.00	\$5,410.25	0.00
<b>Totals</b>	<b>23</b>	<b>\$6,365.00</b>	<b>\$5,410.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WLYH CW15	5%	\$6,365.00
Market	100%	\$127,300.00

## Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$120,935.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLYH	11/05/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M-----	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			2		\$250.00		0.00				
N 2	WLYH	11/05/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M-----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			2		\$450.00		0.00				
N 3	WLYH	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			2		\$400.00		0.00				

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Advertiser: American Crossroads  
 Product Desc: American Crossroads  
 Estimate: 1339

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 4	WLYH	11/03/12	11/04/12	Sa-Su 10p-1030p News CM CBS 21 News on CW 15	CM	10p-1030p	-----SS	:30	2	\$200.00	P-1	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----SS					2	\$200.00		0.00		
N 5	WLYH	11/05/12	11/05/12	M-F 1030p-11p M-F 1030p-11p	CM	1030p-11p	M-----	:30	2	\$150.00	P-1	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					2	\$150.00		0.00		
N 6	WLYH	11/05/12	11/05/12	M-F 11p-1130p M-F 11p-1130p	CM	11p-1130p	M-----	:30	2	\$125.00	P-1	0.00 NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					2	\$125.00		0.00		
N 7	WLYH	11/05/12	11/05/12	M-F 6p-7p M-F 6p-7p	CM	6p-7p	M-----	:30	2	\$150.00	P-1	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	M-----					2	\$150.00		0.00		
N 8	WLYH	11/03/12	11/03/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					1	\$300.00		0.00		
N 9	WLYH	11/03/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	2	\$350.00	P-1	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					2	\$350.00		0.00		
N 10	WLYH	11/04/12	11/04/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S					1	\$300.00		0.00		
N 11	WLYH	11/03/12	11/03/12	Big East Football Big East Football	CM	Various	-----S-	:30	3	\$305.00	P-1	0.00 NM	3	\$915.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----S-					3	\$305.00		0.00		
N 12	WLYH	11/04/12	11/04/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	2	\$350.00	P-1	0.00 NM	2	\$700.00
												Totals	23	\$6,365.00